

Organ Plays at 9, 11 and 4:50

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER  
Unsettled

# Visitors Always Welcome to Make This Store Their Headquarters

## It Rarely Happens That One Who Aims High

in any art, profession, industry or vocation, does not at least pass above the average or "golden mean."

There are many steps up the mountain that are worth-while for the outlook and advantages they give, though we may not reach the top on the first day or by the first effort.

We can at least earn the commendation of our friends for having made the honest endeavor.

[Signed] *John Wanamaker*

May 25, 1921.

## These \$17.50 Gingham Dresses for Women Are Thoroughly Charming

In fact, they are pretty enough to be marked at a much higher price, and many women have told us so.

For one thing, the gingham itself is unusually fine and soft in weave and the colored checks are just what most women like in regard to color.

There are long, straight chemise lines, surprise styles, Tuxedo coat dresses, any number of models and all good. Many of the skirts are pleated.

(First Floor, Central)

## The "Jill" Is Just the Kind of Frock You'd Like Your Little Girl to Wear

for it is simple and sweet and pretty as can be, yet quite practical and very comfortable.

It is made for us by a woman who knows just what little girls should wear, and is a straight little dress with square neck, short sleeves, and usually, bloomers which match the dress and show a wee bit beneath it.

There are many colors and the dress comes in poplin, natural colored pongee, dotted Swiss, sturdy unbleached muslin, and cool cotton voile.

Hand stitching or embroidery is the finishing touch on most of the dresses, they are in 6 to 10 year sizes, and the prices go from \$4.50 to \$11.50.

(Second Floor, Chestnut)



## New Chemises in Flesh Color Silk and Satin

A new shipment of pink crepe de chine and satin chemises is just in, to sell at special May Sale prices.

At \$2.25, pink crepe de chine with deep lace top.

At \$3, pink crepe de chine with

blue featherstitching.

At \$3.75 and \$3.85, pink crepe de chine with lace trimming, and pink satin with Georgette folds and lace insertions.

All have ribbon shoulder straps and are envelope style.

(Third Floor, Central)

## Women's Linen Skirts From Our Own Factory

You could almost call them custom made for, in all respects except being fitted to each individual, they are tailored with the same skill and care as made-to-order skirts.

We chose a particularly good

sports style, plain front and gathered back with the new "tonnis" pockets with piping. And the skirt is full enough around the hem for sports wear.

In white, Alice blue, russet, brown, rose, reseda and black.

\$9.75.

(First Floor, Central)

## Pink Bead Necklaces to Wear With Summer Frocks

They are in the softest shade of pink—a lovely color—and make the most attractive necklaces.

Sometimes the beads are round, sometimes oval, and usually they are joined with silvery metal chains or links and finished with bead pendants or fringes, all in the same pink shades.

Prices, \$1 to \$3.

(Jewelry Store, Chestnut)

## Scarnot and Marnot

are two invaluable household aids. Scarnot is a table varnish that even hot water will not scar. Marnot, a varnish for floors and molaums, gives an elastic surface that cannot easily be scratched.

(Fourth Floor, Central)

## Perennials

in flowering in the plant store. Note the different shades of iris, sweet William, coreopsis, hardy sweet pea and other blooms, and order now for September planting.

(Fourth Floor, Market)

## New Creepers and Rompers for Youngsters

Not only a new lot, but a specially good lot, is this collection, which includes both rompers and creepers of white and colored cottons.

They are made in ever so many practical yet attractive styles that show new ideas, and are in new shapes. Of chambrays and checked cottons, they are variously trimmed, some with hand stitching, and are in 1 to 5 year sizes.

At \$1 to \$2.50, many mothers will want an all-Summer supply.

(Third Floor, Chestnut)

## Ruffled Muslin Curtains Look Well Draped Back

That is one of the reasons that people like them so much for Summer homes. They also wash well, which is another great recommendation.

In plain or dotted muslin and also with colored flowered figures, \$2 to \$6 a pair. The latter is made of imported Swiss with an embroidered ruffle, and the same material may be bought by the yard for \$1.25 a yard.

All the prices are the new lower markings of this year.

(Fifth Floor, Market)

## An Exhibition and Sale of Signed Proof Etchings

Many persons besides artists will find pleasure in this collection of signed proof etchings of the works of

### Dendy Sadler

now shown in the Picture Store. This English artist is justly famous for his portrayal of charming English types and interiors. His pictures have a warm human interest that makes them the happiest kind of gift. And in the case of these signed first proofs,

they have the added distinction of rarity. Many of Mr. Sadler's most famous subjects are included in this collection. They are for sale at from \$16.50 to \$260. But they are well worth seeing even by those who do not wish to buy. Prints of the etchings are \$9, unframed, and \$16, framed.

(Fifth Floor, Market)

## New Mahogany Hall Clocks With Glass Door and Sides

We have been looking forward to having these clocks for some time because we know that their simple dignified lines and fine Doric tops will appeal to a number of people.

They are fitted with Waltham movement, five tubes, chiming the quarter hour on Westminster chimes, \$620. Or they may be fitted with the same movement, chiming Westminster, Whittington and Oxford chimes for \$690.

(Jewelry Store, Chestnut and Thirtieth)

## Printed Silks in Great Demand

We have about fifty different patterns in the fashionable printed pussywillow taffetas, and especially the favorite black-and-white combinations which so many women are using, either

uncovered or with Georgette draperies. Tiny or large or all-over fowl and patterns, or dots for those who wish them. A beautiful quality, 40 inches wide, at \$4 a yard.

(First Floor, Chestnut)

## Women's "Ready-to-Wear" Hats Are Just That

They are very simple, very practical hats which have little trimming—usually ribbon bands or bows or some slight trimming to save them from plainness, and they are all ready to put on and wear shopping or tramping or to

market or business or on the train or trolley.

They are in small and larger shapes, comfortable and becoming, they are of fine or novelty weave straws, in light or dark colors, and the prices go from \$3.50 to \$10 each.

(Second Floor, Chestnut)

## Her Bridal Slippers Are Waiting Here

For June brides the Little Foot Shop has provided a delightful collection of fine slippers for both formal and informal wear.

Slippers of white satin or white kid, with or without strap, with baby French or high Louis heels. Slippers of gold or silver

or aluminum cloth. Brocaded slippers.

Boudoir slippers, mules and P'Orsay—dainty trifles of brocade or satin, that will be at home in the most charming trousseau. Dress slippers from \$10 up. Boudoir slippers from \$5 up.

(First Floor, Market)

## 4000 Yards Printed Voile Special at 35c a Yard

With so many women deciding upon cool voile dresses this Summer, this very pretty voile at such a small price comes at an opportune time.

It is a nice fine weave and the patterns are the small all over

designs and fowl effects that so many women want. Some have a mercerized satin stripe. Plenty of navy blue, Copenhagen and brown grounds, also medium colors and light tints. 38 to 40 inches wide.

(West Aisle)

## Women Are Glad for the Sale of Stockings

The second day brings good selection in all groups, many of the stockings being half price, or even less.

75c a pair for full-fashioned black and colored lisle, some with silk-embroidered cloaks.

\$1.50 a pair for full-fashioned pure-dye and ingrain silk stockings in black, white and colors. Some are silk to the top and others have cotton top and soles.

\$2.50 a pair for full-fashioned, all-silk stockings in black and colors, and embroidered clock stockings in black and colors with lisle tops.

### Women's Silk Underwear

\$2 for glove-silk vests and bodices in rose pink, and \$2.50 for bloomers to match.

(West Aisle)

## Women's Handkerchiefs \$2 a Dozen

They are of sturdy Irish linen, in a cambric weight, with narrow, hemstitched hems.

You'll like a dozen or two for vacation use.

(Main Floor, Central)

## These Good Umbrellas for \$1.50 Apiece

are the kind that a man will like to keep in the office, and that a woman will like to use for an emergency or to lend to somebody.

These umbrellas have good cotton covers, they are fast black, have paragon frames and wood handles. The umbrellas for men have hook handles—those for women have plain or carved mission wood handles and silk loops. There are 26 and 28 inch sizes.

(Main Floor, Market)

## The Most Popular Doll "Madam Hendren," at a Special Price, \$5

"To keep my factory going," said the maker when asked how he could turn out this good dolly to sell for \$5, which is about one-third less than the former price.

"Madam Hendren" is the most popular doll in America. It is a good big, soft, lovable dolly and says ma-ma, and can walk on everything.

Now special at \$5.

(Seventh Floor, Market)

## Pretty Embroidered Flouncings for Much Less

They are 25 inches wide, and many mothers use these flouncings for children's clothes and undergarments for themselves.

The quality is fine and sheer, but you may find some of them a trifle mussed. New prices are 70c and \$1.50 a yard.

(First Floor, Chestnut)

## It's a Tragic Moment In a Housewife's Life

when she discovers the horrible little holes where moths have fed on the family's good clothing.

Every known proved device to protect her from this tragedy is waiting in the Housewares Store:

Moth balls and camphor flakes and other newer preparations that serve the same purpose. Cedar and tar moth-proof bags. Hanging wardrobes of strong chintz big enough to hold many garments, and close-sealed tight against dust and moths. Cedar chests, and moth-proof strong paper chests.

All you need to do is stop and ask us for the safest and surest protection against moths.

(Fourth Floor, Central)

## Music for Memorial Day Ready on Victor Records

On a holiday there should, there must be, music. Most enjoyable of all is the music which in theme and treatment emphasizes the significance of "the day we celebrate," as do the following numbers, all of which are obtainable in double-faced Victor records in the Phonograph Store:

18498—"National Emblem" March; reverse, "Lights Out" March.

16404—"Tenting on the Old Camp Ground"; reverse, "Kathleen Mavourneen."

35093—"American Fantasia," Part 1; reverse, "American Fantasia," Part 2.

35282—"Lights Out" March; reverse, "Washington Post" March.

35284—"King Cotton" March; reverse, "Officer of the Day" March.

16819—"Dixie"; reverse, "Sunny South."

45176—"Christ in Flanders"; reverse, "There Is No Death."

The Victrola itself, or any other of our good phonographs, if selected tomorrow, can be delivered in time for Memorial Day to your city home, or even suburban home, if not too far away.

(Second Floor, Central)

## The Salvaging of Civilization

### by H. C. Wells

Mr. Wells does not hesitate to predict that unless mankind readjusts its political and social ideas the world will sink back into barbarism or a decadent race become exterminated by some new animal antagonist or by disease.

But unlike most pessimistic prophets, Mr. Wells has outlined a plan by which civilization may not only be saved but rise to new heights of achievement.

The price of the book is \$2. The Old Soak and Hall and Farewell, by Don Marquis. Price, \$1.50. A whimsical discourse on Prohibition.

(Main Floor, Thirtieth)

## Tall Reading Lamps Specials at \$10

They are iron with the antique finish and are particularly nice for Summer cottages, for they take up little space and can be moved wherever needed. They have all the electric fittings and are complete except for shade. Shades in pretty colored silk from \$3.50 up to \$7.50.

(Fourth Floor, Central)

## Black Enamel Luggage Has Many Good Points

In the first place, it is inexpensive.

Then it is light in weight, good to look at—and if it is the Wanamaker kind—serviceable. Unfortunately there are other kinds, which do not wear well.

Here are suit cases, some with straps and leather corners. Some have trays and others have shirred pockets in the ends.

And here are women's hat boxes in round and square shape, some leather bound.

A good assortment between \$6 and \$15, the hat boxes starting at \$8.50.

(Main Floor, Chestnut)

## Scotch Gingham Ties for Golfers

Straight bow ties and bat-wings in the gaily colored plaid ginghams favored by many men for their golf outfits.

A limited number at 75c each.

(Main Floor, Market)

## A New Light-Weight Golfing Sweater

Made of imported wool and in pullover style. So light and elastic that a man cannot feel he has a sweater on, except for the comfort it gives.

In gray, camel's-hair and two shades of brown.

\$8.50 for the sleeveless style and \$10 with sleeves.

(Main Floor, Market)

## Men's Handkerchiefs 35c Apiece

If he wants handkerchiefs for general service we suggest these, for they are of good weight linen, in plain hemstitched style and excellent for daily use.

(Main Floor, Central)

## Men's Silk Half Hose at 50c and 85c

50c a pair for first-grade black silk half hose with mercerized tops and soles.

85c a pair for black and colored full-fashioned silk half-hose; "seconds."

(Main Floor, Market)

## 425 Tennis Racquets at Special Prices

These are all perfect goods and carry the same guarantee of service as the regular stock racquets. But the prices they wear are much below regular.

You can get one of these racquets at practically any price you want to pay—\$1.75, \$2.50, \$5, \$6, \$6.50, \$8, \$8.50 and \$10.

(The Gallery, Chestnut)

## New Linen Scarfs, Low Priced and Givable

Anybody looking for an inexpensive piece of linen to give as a wedding token will be interested in this new lot of lace-trimmed scarfs which we have just opened to sell at moderate prices: 18x36 inches at \$1.18x45 inches at \$1.15, 18x54 inches, \$1.25 each. Of plain white linen cloth, trimmed with a four-inch flounce of lace all around.

(First Floor, Chestnut)

## Still Some Men's \$42.50 Suits in the London Shop

The Men's London Shop has seldom brought forward anything more enthusiastically welcomed than the smart Summer lounge suits it has been selling specially at \$42.50. There are about enough of these suits left for another day's business.

Gray and brown herringbone tweeds are the fabrics used, and they are in large and small herringbone effects.

The new loose coats with patch pockets and in four-button style, skeleton lined and beautifully finished throughout.

Light-weight, easy-fitting suits, delightfully cool because of the loosely-woven material.

(The Gallery, Chestnut)

## \$2 for the Finest London Tweed Hats We Ever Saw

These hats were hand made for us in England, of light-weight flannel suitings, in beautiful Lovat colorings. Soft in texture and light in weight, they are unsurpassed for golf or motoring.

\$2 is just half the price they have been selling for and a fourth of their original price.

(Main Floor, Market)

## More Good Fortune!

## Beacon Cord Tires

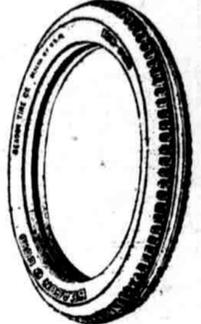
### Close to HALF List Prices

#### A Car Load

Made within the last month

### 8,000 miles guaranteed

(By the makers and by us.)



Just received a shipment of 900 more

### Beacon Cord Tires

	Sale Price		Sale Price
194-30x3 1/2	\$18.50	10-32x4 1/2	\$33.00
85-32x3 1/2	\$23.00	53-33x4 1/2	\$33.75
60-32x4	\$29.50	55-34x4 1/2	\$34.75
300-33x4	\$30.00	90-35x4 1/2	\$35.75
14-34x4	\$31.00	30-35x5	\$45.50
	9-37x5		\$45.50

We have sold many thousands of these tires and we shall keep on selling them with our guarantee because Beacon cord tires are first-grade tires. Everything about them, from materials to finish, is good.

30x3 1/2 are 6-ply clincher. The others are 8 ply, straight side and over-size.

(The Gallery, Chestnut)

## Bedspread Sets for Wedding Gifts, \$4 to \$18

Housewives of taste and efficiency will appreciate the assortment of bedspread sets we are now showing and it should specially appeal to those looking for bridal gifts of service and daintiness.

Prices to suit everybody, beginning at \$4 and going up to \$18. Each set comprises a spread and a matching bolster piece.

There are dimity sets, all-white and in colored stripes.

Printed muslin sets in rose, blue and gold.

Cambric sets, embroidered in rose, blue and gold, and some with embroidered and appliqued panels.

Rippled Austrian cloth sets in plain ecru and in colored stripes.

All have cut corners and scalloped edges.

(Sixth Floor, Central)

## The Summer Furniture Is Delightful in Variety and Charm

"Sunshine of Summer, oh, what is like thee?" sang the good and gentle poetess. The furniture that goes with the "sunshine of Summer" should be of a joyful and attractive kind, and indeed it is, as you can easily see if you take a walk through the Summer Furniture Section on the Sixth Floor. Summer furniture may be as rustic as you please, or as refined. It can be attractively novel or unpretentiously simple and practical, and it can strike a color note of special aptness.

Here is the primitive appeal in good, old rustic cedar and hickory. The cedar family is a large one, comprising big, little and middling size pieces, capacious Summer houses, impressive pergolas and canopy settees, as well as gateways, fencing, benches, chairs and the like.

In hardy hickory there are chairs, rockers, benches, stools and